RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

January 5, 1998

RJR Account #094931
Mr. E. Bush
MID-VALLEY CANDY

FEBRUARY: DORAL B1G1F / PROMOTION #800018

Dear Ed:

DORAL B1G1F ***pre-sleeved*** product (6M) has been ordered (see quantities listed below), as well as **30** skus of B1G1F Displays (Item #536645) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
Light	12300-24960	1
Light 100	12300-24961	1
Light Men 100	12300-24963	1
FF 100	12300-24962	1

DISPLAY DETAIL (#536645)
EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS
EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

Product / Display Arrival:	**January 26, 1998**
Ship Date to Retail:	**Week of: February 9, 1998**
SKU CUBE :	**0.4965**
SKU WT (w/o Product):	**1.1700 lbs**
Retail Sales Offer per Sku:	**20 Offers**
Billing per Sku:	**2 Savings Cartons**
EFT $ Amount:	**$388.70**

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Source: https://www.industrydocuments.ucsf.edu/docs/rlpy0000

PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. *(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).* SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST.*

DISPLAY LOAD:
*4 CARTONS; ONE CARTON EACH STYLE: *DORAL LIGHT / LT 100 / LT MEN 100 / FF 100*

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$19.60 (1.4 (12M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: J. McLean
L. E. MacWilliams

Enclosures:
- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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WHOLESALER : 094931 MID-VALLEY CANDY COMPANY <DIRECT>
TEMPLATE : 800018 80200 DOR FEB B1G1F
TEMPLATE SEQ : 0031
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162204	162224	185497	BLUHMS GROCERY	RT 6	LACEYVILLE	PA	18623	1				(717)869-1287
162204	162223	185622	VALLEY FARM MARKET	STATE & MAIN ST	NICHOLSON	PA	18446	1			68379	(717)942-6944
162204	162224	269979	DEWINGS BUSY MART	MAIN STREET	MONROETON	PA	18832	1				(717)265-2096
162204	162224	549827	MARTYS MARKET	PO BOX 238	MESHOPPEN	PA	18630	1				(717)833-5494
162204	162223	682622	ABC MARKET	507 MAIN STREET	FOREST CITY	PA	18421	1				(717)785-3553
162204	162223	706820	CONVENIENT FOOD MAR	330 NORTHERN BLVD	CHINCHILLA	PA	18410	1		1418-0100		(717)586-3406
162204	162223	735443	MR B'S TOBACCO SHOP	58 SALEM AVE	CARBONDALE	PA	18407	2				(717)281-9199
162204	162223	776478	CONVENIENT FOOD MAR	HIGHLAND AVE	CLARKS SUMMIT	PA	18411	1		1418-0100		(717)587-2334
162209	162221	184478	SCHRECKS MARKET	1501 N 5TH ST	STROUDSBURG	PA	18360	1				(717)421-7580
162209	162222	185056	POCONO SHOPPING CNT	P.O. BOX P	POCONO PINES	PA	18350	1				(717)646-3818
162209	162222	185679	MADZINS MARKET	527 PROSPECT AVE	SCRANTON	PA	18505	1				(717)343-8991
162209	162222	185685	RICCARDOS MARKET	617 3RD ST	DUNMORE	PA	18512	2				(717)342-1214
162209		185916	SCOTTS STORE	801 MULBERRY ST	SCRANTON	PA	18503	1				(717)342-7472
162209	162223	471168	APLUS MINI MART	1227 S MAIN AVE	SCRANTON	PA	18504	1				(717)344-4001
162209		534737	PROPST BUY RITE MKT	377 MAIN ST	ARCHBALD	PA	18403	1				(717)876-2518
162209	162221	577211	STROUDSBURG EXXON	100 MC CONNEL ST	STROUDSBURG	PA	18360	1				(717)424-8225
162209	162222	633853	CONVENIENT FOOD 302	340 W MARKET ST	SCRANTON	PA	18508	1		1418-0100		(717)969-7555
162209	162221	657095	LAUREL BEVERAGE INC	830 MONROE ST	STROUDSBURG	PA	18360	1				(717)421-2091
162209	162222	665462	APLUS	1218 O'NEIL HWY	DUNMORE	PA	18512	1		0362-0101		(717)961-5542
162209	162222	667469	CONVENIENT FOOD	899 DAVIS ST	SCRANTON	PA	18505	1		1418-0000		(717)346-3004
162209		725273	MICHELLE'S CIGARS	1400 N WASHINGTON	SCRANTON	PA	18509	1				(717)344-4406
162209	162223	763976	CONVENIENT FOOD MAR	#3031	SCRANTON	PA	18504	1		1418-0100		
162209	162223	777531	SCHIFF'S BEVERAGE	3380 N MAIN AVE	SCRANTON	PA	18508	1				(717)343-1237
162209	162221	895484	VILLAGE GROCERY	BUSINESS RT. 209	SCIOTA	PA	18354	1				(717)992-6557

PAGE BREAK TOTAL ACCOUNTS 24 TOTAL QUANTITY 26

TEMPLATE TOTAL ACCOUNTS 24 TOTAL QUANTITY 26

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WHOLESALER PACKING INSTRUCTIONS

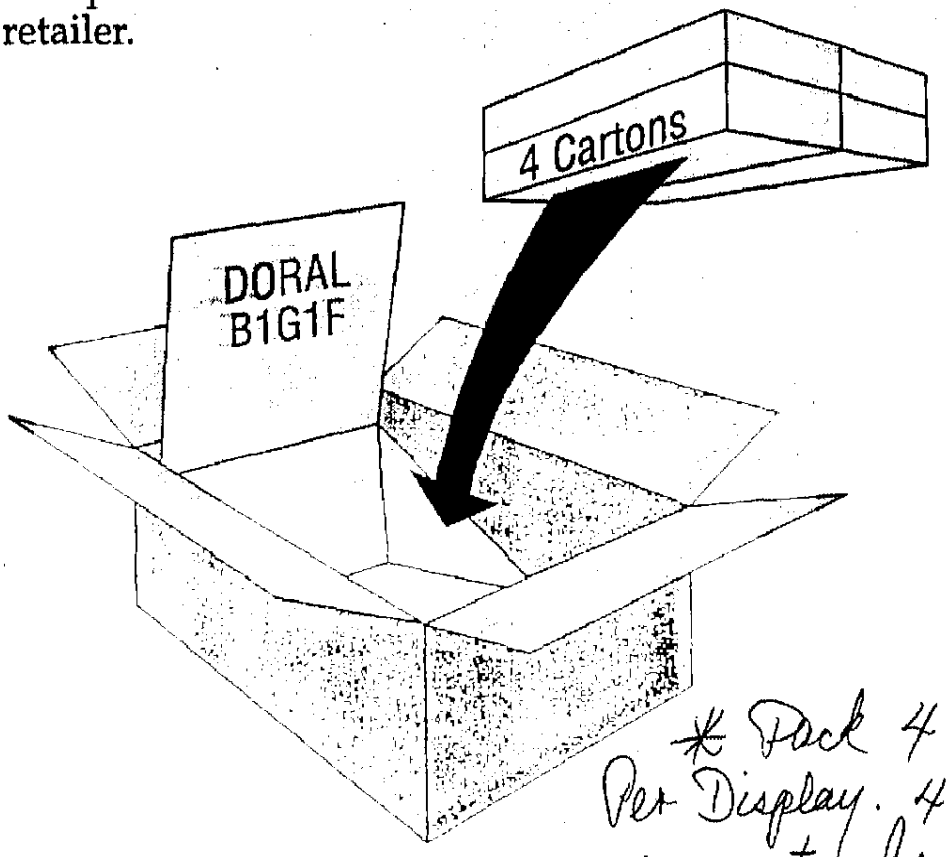
VALUE ADDED PROMOTIONS | **1ST QTR.'98**

February DORAL B1G1F

(Buy 1 Pack Get 1 Free)

STEPS

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. **Promotional product is in white cartons and is pre-sleeved.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



* Pack 4 Cartons Per Display. 4 Styles may not be shipped to all DIRECT Accts.

Item: # 536645
Description: DORAL B1G1F Display/POS kit

Brand Style	LT	LT 100	LT MEN 100	FF 100		
Number of Cartons	1	1	1	1		

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DORAL

February Brings Great Deals From Doral With This Buy 1 Get 1 Free Promotion!

Your customers will love picking up their favorite styles of Doral. Especially when they can **Buy 1 Pack and Get One Free.**

This promotion starts with 2-pack sleeves and comes pre-packaged in a 20-unit display. Each sleeve is style specific. Customers will easily spot their style in this impactful display.

2-Pack Sleeve

Paster

Counter Display

The Special Paster and Counter Display work together to call out this money-saving promotion. Paster is 11.5" x 10" for easy placement. The display is a perfect fit for even the smallest of counter spaces.

Details -

- 4 Cartons per SKU
- 20 Offers Per SKU
- Special complimentary tear-tape on all free packs
- Offer to customer - Buy 1 pack of Doral, get 1 pack free

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